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APMP CAP-APMP

Capture Practitioner-Level Certification



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Question: 1

When should program support be engaged in the opportunity capture process?

Response:

- A. At the earliest stages to provide insights and refine strategies
- B. Only after the proposal is submitted
- C. After contract negotiation begins
- D. Only when risks are identified

Answer: A

Question: 2

Which factor should be prioritized when setting SMART objectives for opportunity capture team members?

Response:

- A. Making objectives broad and general to allow flexibility
- B. Aligning objectives with the capture strategy and timelines
- C. Setting objectives that are only measurable internally
- D. Focusing solely on individual performance metrics

Answer: B

Question: 3

How can program support teams contribute to shaping the solution for an opportunity?

Response:

- A. By ensuring alignment with customer needs and feasibility of execution
- B. By overriding the capture team's strategic decisions
- C. By focusing only on cost reduction without considering value
- D. By working independently from the capture team

Answer: A

Question: 4

Scenario: A bid support team member notices that the proposal does not fully comply with a key RFP requirement. The deadline is approaching. What should they do?

Response:

- A. Escalate the issue to the capture manager and suggest corrections
- B. Ignore the compliance issue to avoid delaying submission
- C. Submit the proposal as-is and hope for leniency from the customer
- D. Make an unapproved last-minute adjustment to the proposal

Answer: A

Question: 5

At what stage should bid support be engaged in the capture process?

Response:

- A. As early as possible to align with strategy and execution
- B. Only after the first draft of the proposal is completed
- C. Once the capture team finalizes the pricing strategy
- D. Only in the final review before submission

Answer: A

Question: 6

What actions help address risks related to customer engagement?

(Select all that apply)

Response:

- A. Maintaining regular communication with key decision-makers
- B. Seeking clarification on unclear customer requirements
- C. Assuming that a lack of customer engagement means disinterest
- D. Adjusting capture strategies based on customer feedback

Answer: A,B,D

Question: 7

How can a capture team improve customer engagement throughout the opportunity lifecycle?
Response:

- A. By maintaining regular communication and providing updates
- B. By limiting contact until the proposal submission phase
- C. By only engaging the customer when issues arise
- D. By focusing solely on contract negotiation

Answer: A

Question: 8

Who are the key decision-makers involved in a gate review process?
Response:

- A. The sales team only
- B. The finance team only
- C. Senior leadership, capture managers, and business development teams
- D. External vendors

Answer: C

Question: 9

Why is selecting the right people for an opportunity capture team critical to success?
Response:

- A. It ensures that only senior executives make key decisions
- B. It helps align skills and expertise with capture strategy needs
- C. It minimizes the involvement of other departments
- D. It reduces the need for collaboration with external stakeholders

Answer: B

Question: 10

Scenario: During the competitive analysis phase, the team discovers that a rival company has strong technical expertise but weaker customer service. How should this insight be leveraged?
Response:

- A. Emphasize superior customer support and relationship management in the proposal
- B. Ignore the competitor's weakness and focus only on technical capabilities

- C. Lower pricing drastically to make up for any perceived technical disadvantage
- D. Focus only on legal compliance rather than customer engagement

Answer: A

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